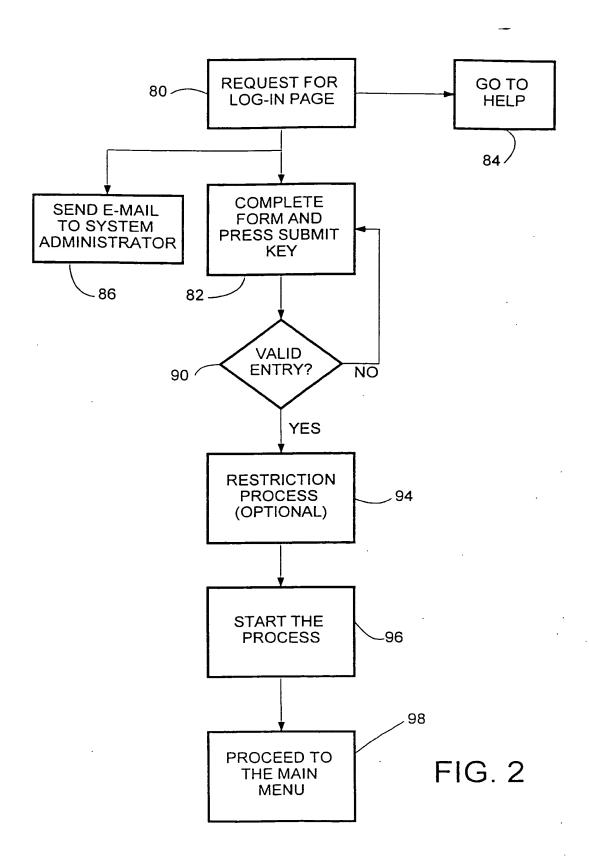
NV:Michael C. Scroggie, et al. SHEET <u>1</u> OF <u>18</u> RETAILERS EXIT PAGE WITH LINKS FINAL LIST 9 FIG. 1 REGISTRATION 42 12 28 32 26 RCP 3 MKT 3 DEPT က SUPERMARKET SPECIAL INDEX 36, SHOPPING LIST DEPT. INDEX RECIPE INDEX RCP DEPT MKT 2 30 2 2 36 RCP MKT DEPT 34 MAIN MENU MANUFACTURERS 20 74 HELP (ACCESSIBLE FROM ANY BLOCK) 46 22 OFFER 3 SUB-.1 16 24 OFFER BROWSER INDEX PAGE OFFER BROWSER SUB-OFFER 2 LOG-IN OFFER SUB-CONSUMERS

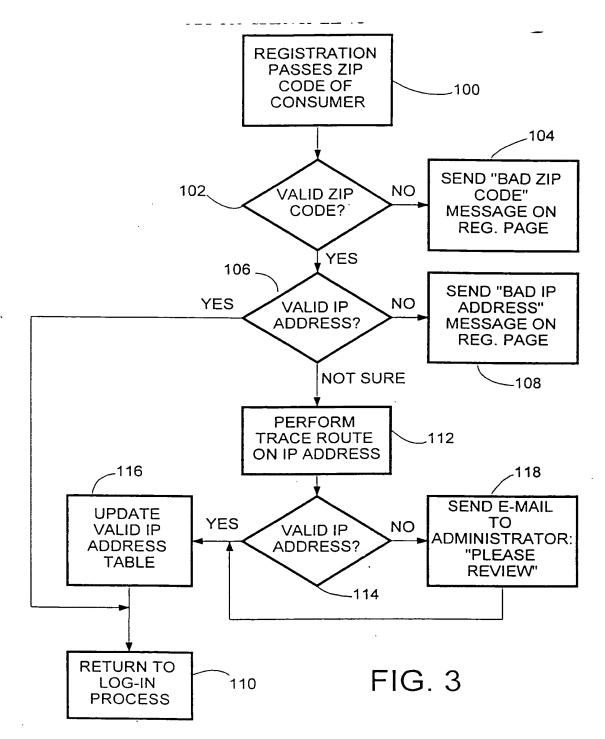
OBLON, SPIVAK, ET AL

DOCKET #:195605US25XCONT

OBLON, SPIVAK, ET AL DOCKET #:195605US25XCONT INV:Michael C. Scroggie, et a SHEET 2 OF 18

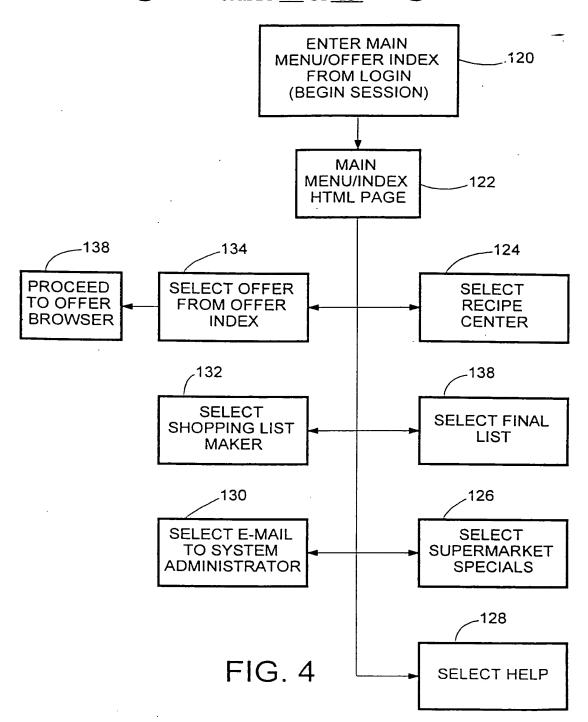


OBLON, SPIVAK, ET AL DOCKET #:195605US25XCONT INV:Michael C. Scroggie, et SHEET 3 OF 18





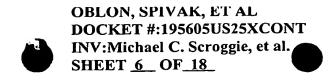
OBLON, SPIVAK, ET AL
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INV:Michael C. Scroggie, et a SHEET <u>5</u> OF <u>18</u> SEND HTML TO SEND HTML TO CONSUMER CONSUMER ADD RECIPE & COUPONS **TO SESSION** RECORD 176 164 .166 SEND AUDIO FILE TO RECIPE PAGE WITH SPECIAL CREATE HTML WITH CONSUMER CONSUMER SEND HTML CONSUMER TOOLBAR CREATE -162INFO. 180 170 174 ORDER OFFER .183 LINK TO DISPLAYED LINK TO REBATE QUESTION LINK TO RECIPE LINK'TO INFO. SELECT AUDIO LINK TO NAIRE 178 172 -160 -182 168 140 FIG. 5 **ENTER OFFER** MENU OFFER OFFER PAGE **FROM MAIN** BROWSER INDIVIDUAL INDEX HELP SELECT COUPON SHOPPING LIST VIEW RECIPE CENTER SUPERMARKET SELECT SAMPLE OR MAILED INFO FINAL LIST PROCEED TO **SWEEPSTAKES PRIOR/NEXT** MAIN MENU SPECIALS SELECT MAKER OFFER VIEW VIEW VIEW 145 181 154 146 148 150 152 144 ADD COUPON **TO SESSION** RECORD FULFILLMENT SEND TO HOUSE CREATE REPORT 147 158 156

OBLON, SPIVAK, ET AL

DOCKET #:195605US25XCONT



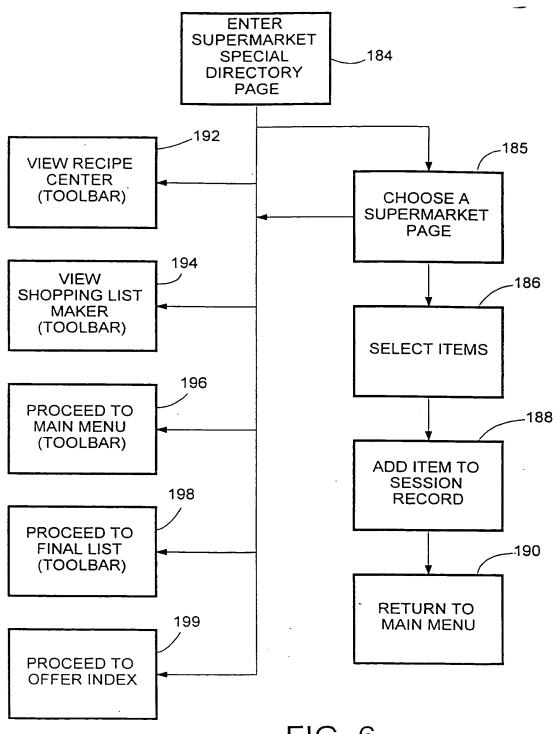


FIG. 6

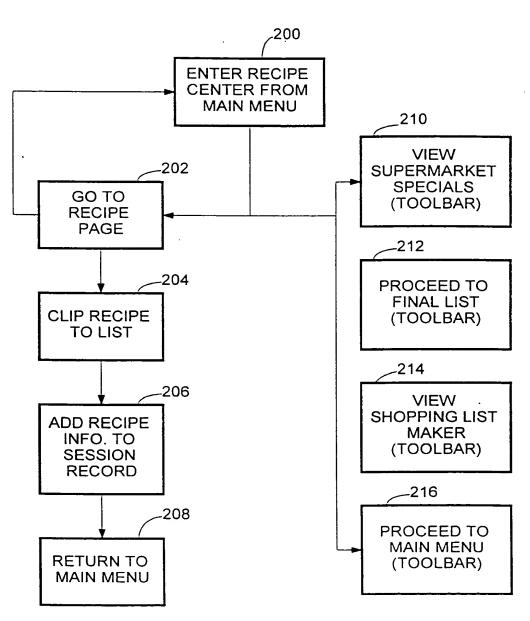


FIG. 7

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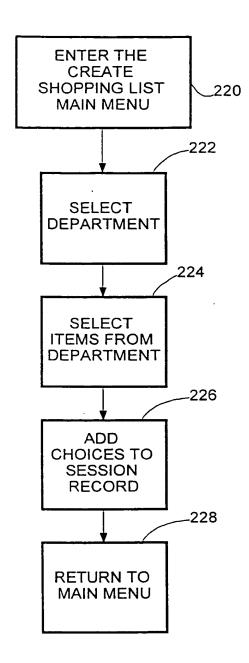
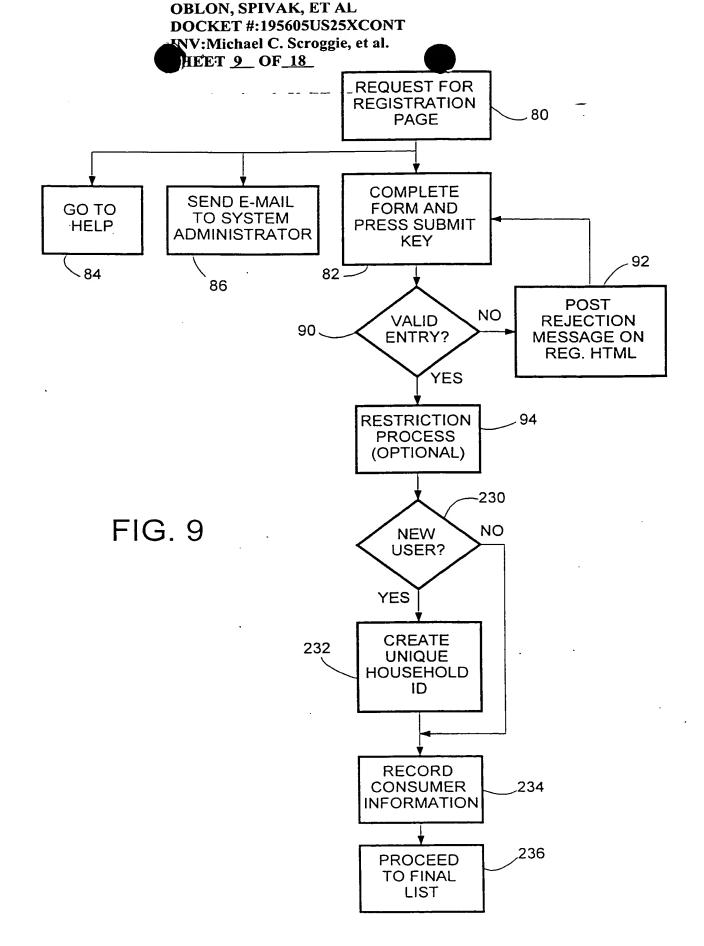


FIG. 8



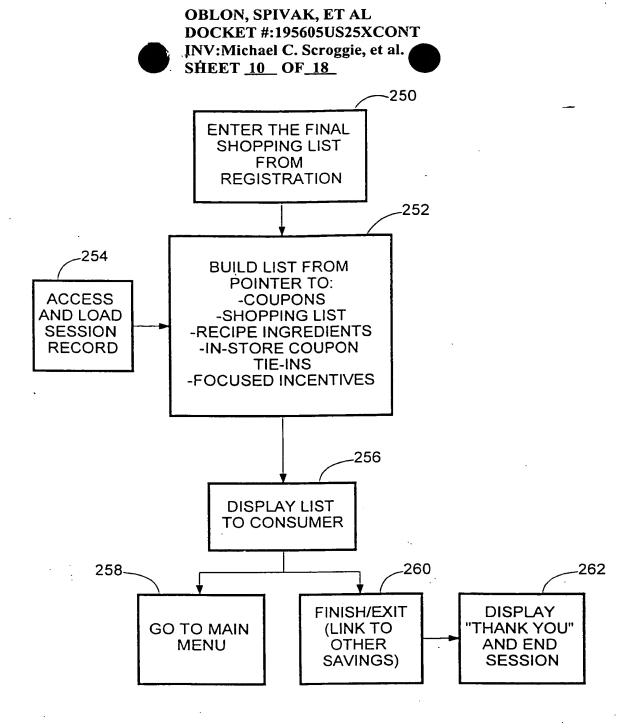


FIG. 10

OBLON, SPIVAK, ET AL **DOCKET #:195605US25XCONT** INV:Michael C. Scroggie, et al. SHEET 11 OF 18



TERMS FOR RECEIVING SAVINGS AMOUNT

PRODUCT OFFER ICON AMOUNT OF SAVINGS

EGAL TEXT

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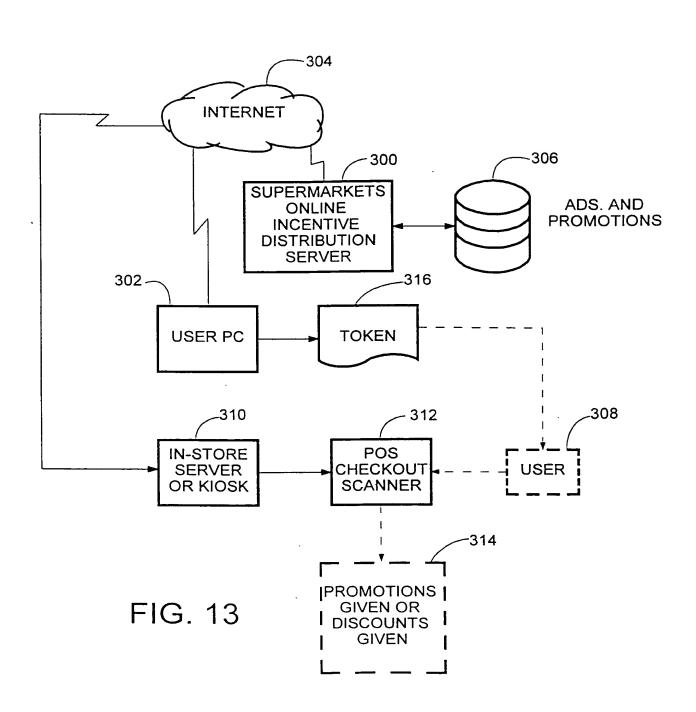
COMPLEX BACKGROUND PATTERN

SUPERMARKET DESIGNATION - EAN TYPE 128 CODE - UPC TYPE 5 CODE

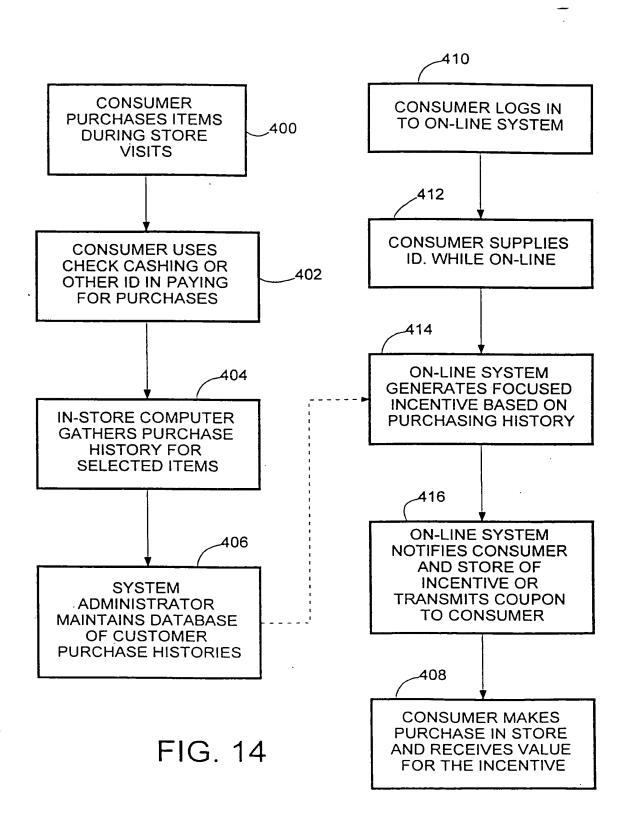
DOCKET #:195605US25XCONT INV:Michael C. Scroggie, et al. SHEET 12 OF 18 SYSTEM INPUT: -CONSUMER HOUSEHOLD ID. **CONSUMER INPUT:** -COUPON EXPIRATION DATE -SYSTEM LOGO -CONSUMER NAME -PRODUCT IMAGE -COUPON SELECTION -SAVINGS AMOUNT IMAGE -SUPERMARKET SELECTION -TERMS OF OFFER -LEGAL TEXT -REDEMPTION TEXT -COUPON SEQUENCE NUMBER -BAR CODE NUMBERS 270 -COUPON AND BORDER SIZES FIG. 12 272 CREATE BACKGROUND: 274 CREATE CANVAS; EVALUATE COMPONENTS; CHOOSE BACKGROUND; APPLY BACKGROUND TO CANVAS CREATE BORDER: USE THE BORDER PARAMETERS TO 276 OUTLINE THE BACKGROUND WITH A BORDER. PARAMETERS SET WIDTH AND COLOR. PLACE IMAGES ON BACKGROUND: 278 TAKE EACH IMAGE AS INPUT AND PUT IT ON THE BACKGROUND USING THE LOCATION PARAMETERS PROVIDED IN THE HTML PLACE TEXT ON BACKGROUND: TAKE EACH TEXT FIELD AS INPUT AND LAY 280 IT ON THE BACKGROUND USING THE LOCATION PARAMETERS PROVIDED IN THE HTML. USE INTERNAL FONTS TO INTERPRET INPUT. OUTPUT: 282 FINAL COUPN IMAGE. ALL IMAGE AND TEXT FIELDS ARE ADDED TO BACKGROUND.

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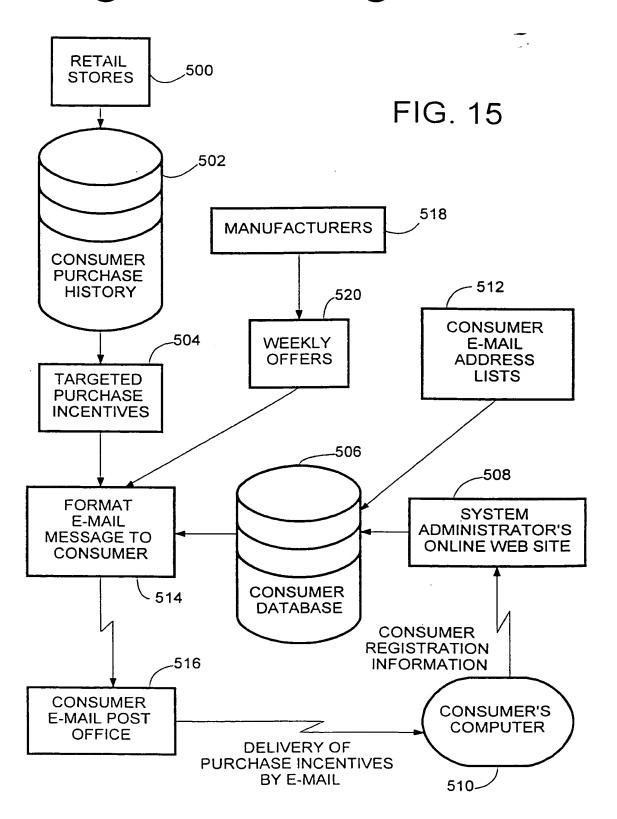
OBLON, SPIVAK, ET AL
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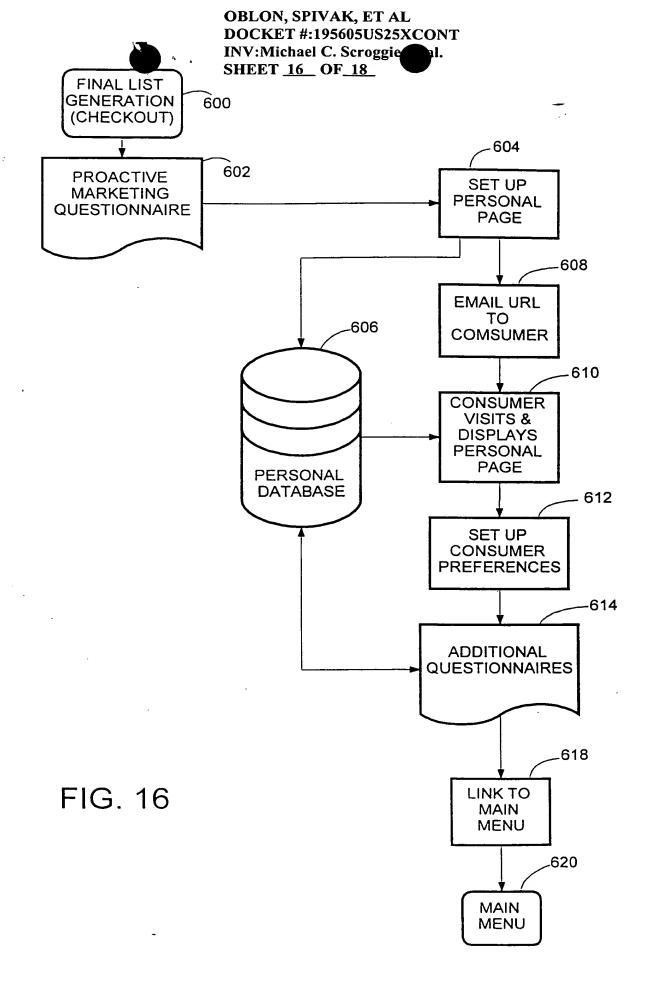


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DOCKET #:195605US25XCONT
INV:Michael C. Scroggie, et al
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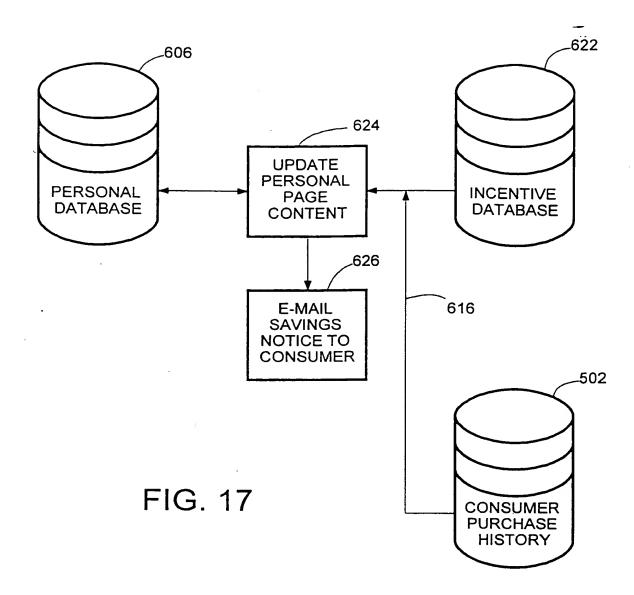


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DOCKET #:195605US25XCONT
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